

Abstract

The diploma thesis *The White House Presents: The Media Image of Barack Obama* examines the media presentation of the President of the United States, Barack Obama, through the official media channel of the White House. Five video recordings of President Obama's speeches are analyzed with a focus on linguistic, visual and auditory sign systems with the use of the qualitative semiotic content analysis. Before the analysis itself, an explanation of theoretical terms related mostly to the representation of reality is provided. On these grounds the analysis is then approached as a description of different means of achieving media construction of reality, to which both the President himself and the White House Office of Communications contribute. This Office is in charge of the content of the above-mentioned channel. To broaden the context, general information about the functioning of the President's media communication is included. The aim of this thesis is an interpretation of the communication tools presented by the White House media channel and the analysis of their symbolic meaning in order to explicate the process of a specific media image of the President coming into existence. The approach to the analyzed content from the perspective of intercultural communication is also of importance. It must be borne in mind that this content originated in American culture and is analyzed in a Czech one.